

Message Text

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PAGE 01 ZAGREB 00681 01 OF 02 221040Z
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 CCO-00 PASO-00 /021 W
-----030263 221044Z /10

R 211505Z JUL 78
FM AMCONSUL ZAGREB
TU RUEHDC/USDOC WASHDC
INFO SECSTATE WASHDC 5376
AMEMBASSY BELGRADE

UNCLAS SECTION 1 OF 2 ZAGREB 681

E.O. 11652: N/A
TAGS: BEXP, YO
SUBJECT: FOREIGN GOVERNMENT TENDER - SPECIAL HANDLING

TO: VIRGINIA YORIO FOR J. S. WALKER
GENERAL ELECTRIC CO.
570 LEXINGTON AVE.
NEW YORK, N.Y. 10022
TELEX: RCA 234 698

PASS: GEOFFREY N. GIOVANETTI
FMC
FOOD MACHINERY INTERNATIONAL DIVISION
1450 COLEMAN AVE. BOX 1178
SAN JOSE, CAL. 95108
TELEX: RCA 346-473

GENERAL FOODS CORP.
250 NORTH STREET
WHITE PLAINS, N.Y. 10625

ARTHUR G. MCKEE AND CO.
10 SOUTH RIVERSIDE PLAZA
CHICAGO, ILL. 60606

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PAGE 02 ZAGREB 00681 01 OF 02 221040Z

SUMMARY: THE LARGEST CHICKEN, EGG AND BROILER PRODUCER IN
YUGOSLAVIA, KOKA FROM VARAZDIN, URGENTLY SEEKS A U.S. PRODUCER
OF FOOD PROCESSING/PACKAGING EQUIPMENT WILLING TO SUPPLY ITS
NEW PLANT FOR PRODUCTION OF READY/HEATED, STERILIZED MEALS,
PATE CANS, WIENERS, BOLOGNA SALAMI, SMOKED MEAT, SEMIPERISHABLE
AND NON-PERISHABLE SALAMI - ALL MAINLY BASED ON CHICKEN MEAT
IN COMBINATION WITH BEEF, PORK AND VEAL. THE VALUE OF THE

IMPORTED EQUIPMENT IS AROUND 3 MILLION DOLLARS. END SUMMARY.

1. 479/02/T0013

2. 072178

3. RACHRISTENSEN

4. 479 YUGOSLAVIA

5. M

6A. REPLY TO --

6B. VLADIMIR POSAVEC

DIRECTOR

KOKA, OOUR "KOKA-COMMERCE"

ULICA JNA 6

42000 VARAZDIN

TELEX: 23240

7. -

8. -

9. 101

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PAGE 03 ZAGREB 00681 01 OF 02 221040Z

10. DESCRIPTION:

35513-3000 MEAT, POULTRY AND VEGETABLES PROCESSING AND PREPARATION AND PACKAGING MACHINERY AND EQUIPMENT.

PRESENTLY INVOLVED ONLY IN THE PRODUCTION OF CHICKEN MEAT, EGGS AND BROILERS, KOKA WANTS TO EXPAND IN THE FIELD OF PROCESSING CHICKEN MEAT IN COMBINATION WITH OTHER KINDS OF MEAT INTO: A) HOT MEALS INCLUDING VEGETABLES -10,000 MEALS A SHIFT (OR ABOUT 4 TONS). MEALS WOULD BE PREPARED IN INDIVIDUAL SERVING CONTAINERS AND SHIPPED HOT TO INSTITUTIONAL USERS WITHIN 50 MILE RADIUS; B) STERILIZED MEALS FOR RETAIL SALE WITH VEGETABLES - 20,000 MEALS A SHIFT (ABOUT 8 TONS); C) CHICKEN PATE AND MEAT SNACKS IN CANS - 4 TONS A SHIFT; D) CHICKEN WIENERS - 2 TONS A SHIFT; E) CHICKEN BOLOGNA SALAMI - 2 TONS A SHIFT; F) SMOKED CHICKEN MEAT - 3 TONS A SHIFT; G) SEMI-PERISHABLE SALAMI CHICKEN AND OTHER MEAT MIX - 2 TONS A SHIFT; H) NON-PERISHABLE CHICKEN SALAMI - 2 TONS A SHIFT. THE TOTAL CAPACITY OF THE PLANT SHOULD BE 27 TONS A SHIFT. CONSTRUCTION OF BUILDINGS OF THE PLANT IS TO BEGIN IN FOUR WEEKS.

KOKA WANTS TO BUY THE MOST ADVANCED EQUIPMENT AND TECHNOLOGY AND TO HAVE ITS WORKERS TRAINED FOR THE PRODUCTION. THE FIRM WOULD LIKE TO HAVE DIRECT CONTACT WITH U.S. PRODUCERS OF SUCH EQUIPMENT AS SOON AS POSSIBLE AND INVITES REPRESENTATIVES OF U.S. FIRMS TO COME TO KOKA IN VARAZDIN FOR DIRECT AND MORE DETAILED DISCUSSIONS. FIRM IS WILLING ALSO TO ENTER A JOINT VENTURE AGREEMENT IF SUITABLE FOR U.S. FIRMS; HOWEVER, STRAIGHT SALE OF EQUIPMENT AND TECHNOLOGY IS SATISFACTORY SINCE FUNDS FOR THIS PROJECT ARE ALREADY SECURED BY KOKA FROM ITS OWN RESOURCES.

KOKA WAS ESTABLISHED 15 YEARS AGO, PRESENTLY EMPLOYS 1,500 WORKERS AND THE 1977 TURNOVER WAS ABOUT 140 MILLION DOLLARS. KOKA THUS FAR HAS BEEN AN EXCEPTIONALLY SUCCESSFUL FIRM AND IS ABLE TO FINANCE THIS NEW INVESTMENT OUT OF ITS OWN
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PAGE 04 ZAGREB 00681 01 OF 02 221040Z

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PAGE 01 ZAGREB 00681 02 OF 02 221030Z
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FM AMCONSUL ZAGREB
TO USDOC WASHDC
INFO SECSTATE WASHDC 5377
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UNCLAS SECTION 2 OF 2 ZAGREB 681

SOURCES OF FUNDS. FINANCIAL PROBLEMS WHICH PLAGUE MANY OTHER YUGOSLAV FIRMS DO NOT APPEAR TO BE PRESENT AT KOKA SO DECISION-MAKING ON THIS PROJECT SHOULD MOVE QUITE QUICKLY. KOKA IS FAMILIAR WITH WEST EUROPEAN EQUIPMENT AND US TECHNOLOGY. ITS REPRESENTATIVES RECENTLY VISITED SEVERAL US FOOD PROCESSING PLANTS AND DECIDED DEFINITELY FOR THE U.S. EQUIPMENT. SPECIAL HANDLING REQUESTED ON THE BASIS OF CRITERIA A ON ACCOUNT OF HTE HIGH PROBABILITY OF SUCCESS.

AMERICAN CONSULATE GENERAL
ZAGREB, YUGOSLAVIA.

GROBEL

NOTE BY OC/T: PASSED ABOVE ADDRESSEES.

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Disposition Approved on Date:
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Disposition Date: 01 jan 1960
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Disposition History: n/a
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TAGS: BEXP, YO
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